Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently amended) A computer-implemented method for blocking advertisements, the method comprising:

[[a)]] accepting at least one blocking category of ads to be blocked;

[[b)]] accepting at least one ad, each ad being associated with at least one descriptive category; [[and]]

identifying a document to which an accepted ad is linked;

analyzing content in the document;

identifying, based on analyzing the content in the document, at least one entry;

adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked;

[[c)]] preventing an ad from being served if at least a predetermined number of its at least one descriptive category match any of the at least one blocking category of ads to be blocked, wherein the at least one descriptive category associated with the ad is determined from the content of the [[a]]document linked to by the ad.

2-4. (Cancelled)

5. (Original) The method of claim 1 wherein the act of preventing an ad from being served includes removing the ad from a set of eligible ads.

6. (Original) The method of claim 1 wherein the predetermined number is one.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 3 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

7. (Currently amended) The method of claim 1 wherein at least one of the at least one <u>descriptive</u> category is a product category.

8. (Currently amended) The method of claim 1 wherein at least one of the at least one <u>descriptive</u> category is a service category.

9. (Currently amended) The method of claim 1 wherein the at least one <u>blocking</u> category of ads to be blocked is accepted from a list associated with at least one document.

10. (Original) The method of claim 9 wherein the at least one document is at least one Web page.

11. (Original) The method of claim 9 wherein the at least one document include Web pages of a Website.

12. (Original) The method of claim 9 wherein the at least one document is at least one Web page associated with a path name.

13. (Currently amended) The method of claim 1 further comprising:
[[d)]] accepting at least one term; and
[[e)]] preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

14. (Original) The method of claim 13 wherein the at least a part of the ad information is content of a creative of the ad.

15. (Original) The method of claim 13 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

16. (Cancelled)

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 4 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

17. (Original) The method of claim 13 wherein the second predetermined number is one.

18. (Original) The method of claim 13 wherein at least one of the at least one term is a product name.

19. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a product manufacturer.

20. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a product retailer.

21. (Original) The method of claim 13 wherein at least one of the at least one term is a service name.

22. (Original) The method of claim 13 wherein at least one of the at least one term is a name of a service provider.

23. (Original) The method of claim 13 wherein the at least one term is accepted from a list associated with at least one document.

24. (Original) The method of claim 23 wherein the at least one document is at least one Web page.

25. (Original) The method of claim 23 wherein the at least one document include Web pages of a Website.

26. (Original) The method of claim 23 wherein the at least one document is at least one Web page associated with a path name.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed   : September 5, 2003
Page   : 5 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-
US

27. (Currently amended) A <u>computer-implemented</u> method for determining a set of advertisements, the method comprising:

[[a)]] accepting at least one <u>blocking</u> category of ads to be blocked;

[[b)]] adjusting a weight of each of the at least one <u>blocking</u> category in a comparison function;

[[c)]] accepting at least one ad, each ad being associated with at least one <u>descriptive</u> category;

[[d)]] accepting a document being associated with at least <u>one descriptive</u> category; [[and]]

[[e)]] comparing each of the at least one ad with the document using the comparison function<u>;</u>

<u>identifying, based on comparing the document to the at least one ad, the at least one ad as a candidate ad;</u>

<u>analyzing the candidate ad using the at least one blocking category of ads to be blocked;</u>

<u>determining, based on analyzing the candidate ad using the at least one blocking category of ads to be blocked, that the candidate ad should not be blocked; and</u>

<u>adding the candidate ad to a set of advertisements for placement by an advertising server</u>.

28. (Currently amended) The method of claim 27 wherein the <u>descriptive</u> category is a semantic cluster.

29. (Currently amended) The method of claim 27 wherein the <u>descriptive</u> category is a probabilistic hierarchical inferential learner cluster.

30. (Currently amended) The method of claim 27 wherein the <u>descriptive</u> category is a concept.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 6 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

31. (Currently amended) The method of claim 27 wherein the act of adjusting a weight of each of the at least one <u>blocking</u> category in a comparison function includes setting the weight to zero.

32. (Currently amended) The method of claim 27 wherein at least one of the at least one <u>descriptive</u> category is a product category.

33. (Currently amended) The method of claim 27 wherein at least one of the at least one <u>descriptive</u> category is a service category.

34. (Currently amended) The method of claim 27 wherein the at least one <u>blocking</u> category of ads to be blocked is accepted from a list associated with at least one document.

35. (Original) The method of claim 34 wherein the at least one document is at least one Web page.

36. (Original) The method of claim 34 wherein the at least one document include Web pages of a Website.

37. (Original) The method of claim 34 wherein the at least one document is at least one Web page associated with a path name.

38. (Currently amended) The method of claim 27 further comprising:
[[f)]] accepting at least one term; and
[[g)]] preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

39. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a creative of the ad.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 7 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

40. (Original) The method of claim 38 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

41. (Original) The method of claim 38 wherein the at least a part of the ad information is content of a document linked to by the ad.

42. (Original) The method of claim 38 wherein the second predetermined number is one.

43. (Original) The method of claim 38 wherein at least one of the at least one term is a product name.

44. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a product manufacturer.

45. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a product retailer.

46. (Original) The method of claim 38 wherein at least one of the at least one term is a service name.

47. (Original) The method of claim 38 wherein at least one of the at least one term is a name of a service provider.

48. (Original) The method of claim 38 wherein the at least one term is accepted from a list associated with at least one document.

49. (Original) The method of claim 48 wherein the at least one document is at least one Web page.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 8 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

50. (Original) The method of claim 48 wherein the at least one document include Web pages of a Website.

51. (Original) The method of claim 48 wherein the at least one document is at least one Web page associated with a path name.

52. (Currently amended) Apparatus for blocking advertisements, the apparatus comprising:

[[a)]] an input for accepting:

i) at least one <u>blocking</u> category of ads to be blocked, and

ii) at least one ad, each ad being associated with at least one <u>descriptive</u> category; ~~and~~

iii) a document to which an accepted ad is linked;

means for analyzing content in the document;

means for identifying, based on analyzing the content in the document, at least one entry;

means for adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and

[[b)]] means for preventing an ad from being served if at least a predetermined number of its at least one <u>descriptive</u> category match any of the at least one <u>blocking</u> category of ads to be blocked, wherein the at least one <u>descriptive</u> category associated with the ad is determined from the content of a document [[lined]] <u>linked</u> to by the ad.

53-55. (Cancelled)

56. (Original) The apparatus of claim 52 wherein the means for preventing an ad from being served includes means for removing the ad from a set of eligible ads.

57. (Original) The apparatus of claim 52 wherein the predetermined number is one.

58. (Currently amended) The apparatus of claim 52 wherein at least one of the at least one <u>descriptive</u> category is a product category.

59. (Currently amended) The apparatus of claim 52 wherein at least one of the at least one <u>descriptive</u> category is a service category.

60. (Currently amended) The apparatus of claim 52 wherein the at least one <u>blocking</u> category of ads to be blocked is accepted from a list associated with at least one document.

61. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page.

62. (Original) The apparatus of claim 60 wherein the at least one document include Web pages of a Website.

63. (Original) The apparatus of claim 60 wherein the at least one document is at least one Web page associated with a path name.

64. (Currently amended) The apparatus of claim 60 wherein the input if further adapted to accept at least one term, the apparatus further comprising:

[[c)]] preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

65. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is content of a creative of the ad.

66. (Original) The apparatus of claim 64 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

67. (Cancelled)

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 10 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

68. (Original) The apparatus of claim 64 wherein the second predetermined number is one.

69. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a product name.

70. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product manufacturer.

71. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a product retailer.

72. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a service name.

73. (Original) The apparatus of claim 64 wherein at least one of the at least one term is a name of a service provider.

74. (Original) The apparatus of claim 64 wherein the at least one term is accepted from a list associated with at least one document.

75. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page.

76. (Original) The apparatus of claim 64 wherein the at least one document include Web pages of a Website.

77. (Original) The apparatus of claim 64 wherein the at least one document is at least one Web page associated with a path name.

78. (Currently amended) Apparatus for determining a set of advertisements, the apparatus comprising:

[[a)]] an input for accepting

      i) at least one <u>blocking</u> category of ads to be blocked,

      ii) at least one ad, each ad being associated with at least one <u>descriptive</u> category, and

      iii) a document being associated with at least <u>descriptive</u> category;

[[b)]] means for adjusting a weight of each of the at least one <u>blocking</u> category in a comparison function; and

[[c)]] means for comparing each of the at least one ad with the document using the comparison function<u>;</u>

<u>means for identifying, based on comparing the document to the at least one ad, the at least one ad as a candidate ad;</u>

<u>means for analyzing the candidate ad using the at least one blocking category of ads to be blocked;</u>

<u>means for determining, based on analyzing the candidate ad using the at least one blocking category of ads to be blocked, that the candidate ad should not be blocked; and</u>

<u>means for adding the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked.</u>

79. (Currently amended) The apparatus of claim 78 wherein the <u>descriptive</u> category is a semantic cluster.

80. (Currently amended) The apparatus of claim 78 wherein the <u>descriptive</u> category is a probabilistic hierarchical inferential learner cluster.

81. (Currently amended) The apparatus of claim 78 wherein the <u>descriptive</u> category is a concept.

82. (Currently amended) The apparatus of claim 78 wherein the means for adjusting a weight of each of the at least one <u>blocking</u> category in a comparison function includes setting the weight to zero.

83. (Currently amended) The apparatus of claim 78 wherein at least one of the at least one <u>descriptive</u> category is a product category.

84. (Currently amended) The apparatus of claim 78 wherein at least one of the at least one <u>descriptive</u> category is a service category.

85. (Currently amended) The apparatus of claim 78 wherein the at least one <u>blocking</u> category of ads to be blocked is accepted from a list associated with at least one document.

86. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page.

87. (Original) The apparatus of claim 85 wherein the at least one document include Web pages of a Website.

88. (Original) The apparatus of claim 85 wherein the at least one document is at least one Web page associated with a path name.

89. (Currently amended) The apparatus of claim 78 wherein the input is further adapted to accept at least one term, the apparatus further comprising:

[[d)]] means for preventing an ad from being served if at least a part of its ad information includes at least a second predetermined number of any of the at least one term.

90. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a creative of the ad.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 13 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

91. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is keyword targeting terms associated with the ad.

92. (Original) The apparatus of claim 89 wherein the at least a part of the ad information is content of a document linked to by the ad.

93. (Original) The apparatus of claim 89 wherein the second predetermined number is one.

94. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a product name.

95. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product manufacturer.

96. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a product retailer.

97. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a service name.

98. (Original) The apparatus of claim 89 wherein at least one of the at least one term is a name of a service provider.

99. (Original) The apparatus of claim 89 wherein the at least one term is accepted from a list associated with at least one document.

100. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page.

Applicant : Brian Axe et al.
Serial No. : 10/656,917
Filed : September 5, 2003
Page : 14 of 17

Attorney's Docket No.: 16113-0768001 / GP-143-00-US

101. (Original) The apparatus of claim 99 wherein the at least one document include Web pages of a Website.

102. (Original) The apparatus of claim 99 wherein the at least one document is at least one Web page associated with a path name.

103. (Currently Amended) A computer-readable medium having embodied thereon a computer program configured to block digital advertisements, the medium comprising one or more code segments configured, when executed, to:

receive user input indicating a blocking category of digital advertisements to be blocked from distribution to a viewer over the distribution ~~network,~~ network;

receive user input indicating a digital advertisement, the advertisement being distributed with content distributed to viewers over the distribution network; [[and]]

identify a document to which the digital advertisement is linked;

analyze content in the document;

identify, based on analyzing the content in the document, at least one entry;

add the entry to the blocking category of ads to be blocked if the entry relates to the least one blocking category of ads to be blocked; and

block the [[a]] digital advertisement from distribution over the distribution network if the descriptive category associated with the digital advertisement matches the indicated blocking category of digital advertisements to be blocked, wherein the descriptive category associated with the digital advertisement is determined from the content distributed with the digital advertisement.